



WEWS

ORDER

Flight Dates **10/22/12-11/11/12**

Contract / Revision **306188 /**

Original Date / Revision
07/27/12 09/26/12

Advertiser **Ohio House Republican Org**

Agency **Midwest Communications &**

Buying Contact

**49 S Grant Avenue
Columbus, OH 43125**

Product

Candidate A

Agency Com 15%

Billing Contact

**7720 Benson Road
Carroll, OH 43112**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		
WEWS Local Political	%		

Order Share 25% Market Value 532000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	75%	399000
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	47	\$50,915.00	\$59,900.00	151.20	10/01/12	10/28/12	47	\$50,915.00	\$59,900.00
November 2012	57	\$62,135.00	\$73,100.00	184.00	10/29/12	11/06/12	57	\$62,135.00	\$73,100.00
Totals	104	\$113,050.00	\$133,000.00	335.20					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/22/12	11/06/12	M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	3.40	NM	9	\$27,000.00



WEWS

Print Date: 09/28/12

Page 2 of 3

Contract / Revision **306188** Flight Dates **10/22/12-11/11/12**

Hiatus Dates

Original Date / Revision 07/27/12/ 09/26/12

Order Sep 00:20:00

Advertiser **Ohio House Republican Or** Product **Candidate A**

Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/22/12	11/06/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	3.40	NM	9	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$3,000.00		3.40			
N 2	WEWS	10/22/12	11/11/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$750.00	P-1	3.40	NM	11	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$750.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					5	\$750.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$750.00		3.40			
N 3	WEWS	10/22/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$950.00	P-1	3.40	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$950.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					3	\$950.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$950.00		3.40			
N 4	WEWS	10/22/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$950.00	P-1	3.40	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$950.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					3	\$950.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$950.00		3.40			
N 5	WEWS	10/22/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$650.00	P-2	3.20	NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$650.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$650.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$650.00		3.20			
N 6	WEWS	10/22/12	11/06/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$1,200.00	P-1	3.20	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$1,200.00		3.20			
N 7	WEWS	10/22/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$1,000.00	P-2	3.20	NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,000.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$1,000.00		3.20			
N 8	WEWS	10/22/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$2,500.00	P-1	3.20	NM	11	\$27,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$2,500.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$2,500.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$2,500.00		3.20			
N 9	WEWS	10/22/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	5	\$1,200.00	P-2	3.20	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$1,200.00		3.20			
N 10	WEWS	10/22/12	11/06/12		CM	1135p-1207x	MTWTF--	:30	3	\$1,000.00	P-2	3.20	NM	7	\$7,000.00

